

REAL PROTECTION IN EVERY PUFF-

added to finer pleasure!



ALL SMOKERS
INHALE—BUT
it needn't bother
your throat



CALL FOR PHILIP MORRIS

America's Finest Cigarette

July 1942 Good Housekeeping

1003071213

150 SURE YOU INHALE
—SO PLAY SAFE
· with your throat!

You can't avoid some inhaling—but you can avoid worry about throat irritation, even when you do inhale.

Doctors who compared the leading favorite cigarettes report that:

**SMOKE OF THE FOUR
OTHER LEADING
POPULAR BRANDS
AVERAGED MORE
THAN THREE TIMES
AS IRRITATING—
AND THEIR IRRITA-
TION LASTED
MORE THAN FIVE
TIMES AS LONG
—AS THE STRIK-
INGLY CON-
TRASTED PHILIP
MORRIS!**

When you
smoke PHILIP
MORRIS, you
enjoy finer to-
baccos—plus
this exclusive,
proved protection!



WITH your sensitive woman's
throat—you need to be very
sure about your cigarette.

There are great differences.
Doctors who compared the lead-
ing popular cigarettes, report
that:

**SMOKE OF THE FOUR OTHER
LEADING POPULAR BRANDS
AVERAGED MORE THAN THREE
TIMES AS IRRITATING — AND
THEIR IRRITATION LASTED MORE
THAN FIVE TIMES AS LONG—AS
THE STRIKINGLY CONTRASTED
PHILIP MORRIS!**

In PHILIP MORRIS you enjoy the
finest tobaccos grown—plus this
exclusive, proved superiority. No
worry about throat irritation—
even when you inhale!

*FINER PLEASURE
PLUS
REAL PROTECTION!*

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

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